

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP.# OFF.# SALESMAN #  
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388 CLASS: NATL. LOCAL REGIONAL  
 PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 13.12

REP: MAKEGOOD  
 SPOTS CANCELED ON LN'S 21,27,29,32,37,58  
 LN'S 77-85 ADDED  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA

8/16/10

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21	S		800P-900P	30		\$3,400.00	10/5	10/5	0		FRI	0
21	S		800P-900P	30		\$3,400.00	10/19	10/19	1		FRI	1
21	S		800P-900P	30		\$3,400.00	11/2	11/2	1		FRI	1

AGENCY ADVERTISER CODE = 95  
 AGENCY PRODUCT CODE = 101  
 AGENCY EST# = 1537  
 PROGRAM : WHITNEY/COMMUNITY  
 CON COM1 : WHITNEY/COMMUNITY

FAX# 703-516-9680  
OCT10/12 13.12  
HARRIS REPORT FROM REP  
\*\*\* WFLA-TV \*\*\*  
\*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	ES		600P-630P	30		\$700.00	10/6	10/6	1		SAT	1
27	ES		600P-630P	30		\$700.00	10/13	10/13	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/20	10/20	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/27	10/27	1		SAT	1
27	ES		600P-630P	30		\$700.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												
29	ES		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
29	ES		700P-800P	30		\$650.00	10/13	10/13	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/20	10/20	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/27	10/27	1		SAT	1
29	ES		700P-800P	30		\$650.00	11/3	11/3	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
32	ES		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
32	ES		1000A-1100A	30		\$1,400.00	10/14	10/14	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/21	10/21	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/28	10/28	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	11/4	11/4	1		SUN	1
PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37	ES		700P-900P	30		\$1,700.00	10/7	10/7	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/14	10/14	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/21	10/21	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/28	10/28	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	11/4	11/4	0		SUN	0
PROGRAM : DATELINE CON COM1: DATELINE												
58	S		600A-700A	30		\$900.00	10/8	10/8	0		MON	0
58	S		600A-700A	30		\$900.00	10/22	11/5	1		MON	3
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												
77	A		800P-900P	30		\$2,940.00	10/11	10/11	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												
78	A		800P-900P	30		\$3,400.00	10/12	10/12	1		FRI	1
PROGRAM : GRIMM CON COM1: GRIMM												
79	A		1000P-1100P	30		\$3,000.00	10/12	10/12	1		FRI	1
PROGRAM : DATELINE CON COM1: DATELINE												
80	A		900P-1000P	30		\$3,600.00	10/17	10/17	1		WED	1
PROGRAM : SVU CON COM1: SVU												
81	A		800P-900P	30		\$2,940.00	10/18	10/18	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												

1  
 unmet rate

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
82	A		900P-1000P	30		\$4,800.00	10/18	10/18	1		THU	1
PROGRAM : OFFICE/PARKS AND REC CON COM1: OFFICE/PARKS AND REC												
83	A		1000P-1100P	30		\$3,200.00	10/18	10/18	1		THU	1
PROGRAM : ROCKCENTER CON COM1: ROCKCENTER												
84	A		900A-900A	30		\$1,100.00	10/14	10/14	1		SUN	1
PROGRAM : TD - SUN CON COM1: TD - SUN												
85	A		530A-600A	30		\$470.00	10/10	10/12	1		W-F	1
PROGRAM : AM NEWS CON COM1: AM NEWS												

OCT/12 539115.00 NOV/12 168065.00 CONTRACT TOTAL 707180.00  
 TOTAL SPOTS 612

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- OCT/PJ  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Greer Margolis Mitchell**  
 1010 Wisconsin Ave  
 Suite 800  
 Washington DC 20007

**Barack Obama/ D/ President**  
 Submission Number 804 Issue 5



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 704480	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Obama For America	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30 Comme	Nbr of Spots			4	2		6	
					Closed PR							
12	M-F 530a News .TWTF..	06		30 Comme	Nbr of Spots		2				2	
					Closed PR							
13	M-F 530a News .TWTF..	06		30 Comme	Nbr of Spots				4		4	
					Closed PR							
15	M-F 6p News .TWTF..	06		30 Comme	Nbr of Spots			3	4		7	
					Closed PR							
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06		30 Comme	Nbr of Spots				1		1	
					Closed PR							
18	M-F 7p News .TWTF..	06		30 Comme	Nbr of Spots			1	1		2	
					Closed PR							
20	M-F 730p Entertainment Tonight .TWTF..	06		30 Comme	Nbr of Spots			4	2		6	
					Closed PR							
22	M-Th, Su 430a News	06		25 30	Nbr of Spots	4	4	4	4	4	20	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					56	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	TWT..S Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots Closed PR		1					1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots Closed PR				1			1	
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06		30 Comme	Nbr of Spots Closed PR				1			1	
43	Sun 7p ET / 6p CT Football Night in America .....S	06		30 Comme	Nbr of Spots Closed PR		1	1	1	1		4	
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06		30 Comme	Nbr of Spots Closed PR		1	1	1			3	
47	M-Su 11p News .TWTF..	06		30 Comme	Nbr of Spots Closed PR			2	3			5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme	Nbr of Spots Closed PR			1	1			2	
66	M-F 530a News M.....	06		30 Comme	Nbr of Spots Closed PR				1			1	
68	M-F 6p News M.....	06		30 Comme	Nbr of Spots Closed PR			1	1			2	
<b>Weekly Totals:</b>						96	127	122	119	119	26	609	
<b>Closed PR</b>						2	8	21	26	1		58	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06		30 Comme	Nbr of Spots Closed PR		1	1			2	
74	M-F 730p Entertainment Tonight M.....	06		30 Comme	Nbr of Spots Closed PR			1	1		2	
76	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots		1	1	1	1	5	125
77	M-Su 11p News M.....	06		30 Comme	Nbr of Spots Closed PR			1			1	
84	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots					1	1	25
85	M-F 1p Days Of Our Lives TWTF..	03	400	30 Comme	Nbr of Spots	2	2	2	2	2	10	4000
86	M-F 10a News TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
87	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	660	30 Comme	Nbr of Spots	4	4	4	4	4	20	13000
88	M-F 11a Daytime TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
89	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots	4	4	4	4	4	20	4000
<b>Weekly Totals:</b>					96	127	122	119	119	26	609	
<b>Total Spots(Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

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Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	



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<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
101	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots 4	4	4	4	4		20	18000
102	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
103	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots 4	4	4	4	4		20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots 1				1		1	3400
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots 1				1		2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1				1		2	7200
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots 1				1		4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots 1				1		1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live .....S	03	1200	30 Comme	Nbr of Spots 1	1	1	1	1		5	6000
<b>Weekly Totals:</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		56	

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Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p News .....S.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme		1	1	1	1		4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a News .....S.	03	300	30 Comme	1	1	1	1	1		5	1500
117	Sun 12p News .....S	03	150	30 Comme	1	1	1	1	1		5	750
118	Sun 6p News .....S	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night In	03	3400	30 Comme	1	1	1	1	1		5	17000
Weekly Totals:					96	127	122	119	119	26	608	
Closed PR					2	8	21	26	1		58	

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121	America .....S Sun 8a Today Show	03	500	30 Comme	Nbr of Spots	1	1	1	1	1	5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	Nbr of Spots	1	1	1	1	1	5	50000
123	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots	1	1	1	1	1	5	1500
124	M-Su 11p News .TWTF..	03	1250	30 Comme	Nbr of Spots	4	4	4	4	4	20	25000
125	Tue 10p ET / 9p CT Parenthood .T.....	03	3600	30 Comme	Nbr of Spots	1		1	1	1	3	10800
126	Tue 8p ET / 7p CT Voice .T.....	03	9000	30 Comme	Nbr of Spots	1		1			3	27000
127	Wed 10p ET / 9p CT Chicago Fire .W....	03	3600	30 Comme	Nbr of Spots	1	1	1		1	3	10800
128	Wed 9p ET / 8p CT Law & Order SVU .W....	03	3600	30 Comme	Nbr of Spots	1		1			2	7200
129	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots	1	1	1	1	1	5	800
	M-F 1135p ET / 1035p CT Tonight											
<b>Weekly Totals: Total Spots(Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
130	Show	03	650	30		1	1	1	1	1	5	3250
	M.....			Comme								
131	M-F 11a Daytime	03	1600	30		1	1	1	1	1	5	8000
	M.....			Comme								
132	M-F 12p Today Show III	03	2000	30		1	1	1	1	1	5	10000
	M.....			Comme								
133	M-F 2p Rachael Ray	03	2500	30		1	1	1	1	1	5	12500
	M.....			Comme								
134	M-F 3p Doctors	03	4500	30		1	1	1	1	1	5	22500
	M.....			Comme								
135	M-F 4p Dr Oz	03	6000	30		1	1	1	1	1	5	30000
	M.....			Comme								
136	M-F 5a News	03	1500	30		1	1	1	1	1	5	7500
	M.....			Comme								
137	M-F 5p News	03	9000	30		1	1	1	1	1	5	45000
	M.....			Comme								
138	M-F 530a News	01	4700	30		1	1	1	1	1	5	23500
	M.....			Comme								
139	M-F 530p News	03	9000	30		1	1	1	1	1	5	45000
	M.....			Comme								
140	M-F 6p News	03	12000	30		1	1	1	1	1	5	60000
	M.....			Comme								
<b>Weekly Totals: Total Spots(Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: "	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
141	M-F 6a News M.....	02		30 Comme		1					1	
142	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme		1	1	1	1	1	5	25000
143	M-F 7p News M.....	03	1000	30 Comme		1	1	1	1	1	5	5000
144	M-F 7a Today Show M.....	03	900	30 Comme		1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme		1	1	1	1	1	5	5000
146	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme		1	1	1	1	1	5	6250
148	M-F 12p Today Show III T.....	03	200	30 Comme						1	1	200
149	M-F 4p Dr Oz T.....	03	600	30 Comme						1	1	600
150	M-F 5p News T.....	03	900	30 Comme						1	1	900
<b>Weekly Totals: Total Spots(Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 704480	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
151	M-F 7a Today Show T.....	03	900	30 Comme						1	1	900
152	M-F 9a Today Show II T.....	03	550	30 Comme						1	1	550
153	Sun 10a Meet The Press .....S	03	1400	30 Comme		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice T.....	06	4500	30 Comme		1					1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys W Kids ..W....	03	3400	30 Comme		2					2	6800
156	Sat 8p ET / 7p CT Revolution .....S.	03	1200	30 Comme		1	1				2	2400
157	Sat 9p ET / 8p CT Chicago Fire .....S.	03	1300	30 Comme		1					1	1300
158	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T...	03	2940	30 Comme		1	1				2	5880
159	Fri 8p ET / 7p CT Grimm ...F...	03		30 Comme		1					1	
160	Fri 10p ET / 9p CT Dateline NBC Friday	03	3000	30 Nbr of Spots		1					1	3000
<b>Weekly Totals:</b>					96	127	122	119	119	26	609	
<b>Total Spots(Ord Spots)</b>					2	8	21	26	1		58	
<b>Closed PR</b>												

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 704480	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
161	Wed 9p ET / 8p CT Law & Order SVU ...W....	03	3600	30 Comme Nbr of Spots			1				1	3600
162	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme Nbr of Spots			1				1	4800
163	Thu 10p ET / 9p CT Rock Center ...T...	03	3200	30 Comme Nbr of Spots			1				1	3200
164	Sun 8a Today Show .....S	01	1100	30 Comme Nbr of Spots		1					1	1100
165	M-F 530a News ...TF..	01	470	30 Comme Nbr of Spots		1					1	470
166	Fri 8p ET / 7p CT The Voice ...F..	03	3400	30 Comme Nbr of Spots		1					1	3400
167	Fri 8p ET / 7p CT Grimm ...F..	03	3400	30 Comme Nbr of Spots			1				1	3400
<b>Weekly Totals:</b> Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/15/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
104	Fri 8-9p ET / 7-8p CT Whitney / Community	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
141	M-F 6a News	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
153	Sun 10a Meet The Press	:30 Commercial	10/08/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026
159	Fri 8p ET / 7p CT Grimm	:30 Commercial	10/01/12	Closed Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	1,400.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

	Month 10 Weeks: 4	Month 11 Weeks: 4
Totals	10/01 10/08 10/15 10/22	10/29 11/05
Spots	609 96 127 122 119	119
Cost	704480 106510 153515 146815 131375	138275
		27890

Grand Totals:

Spots:

609



Gross Total:	704,480.00
Commission:	105,672.00
Net Total:	598,808.00

REP HEADLINE# 6296388 TRF# E:120904  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP OCT8/12 15.47  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 15.47

REP: MAKEGOOD  
SPOTS CANCELED ON LN'S 28  
LN'S 72-76 ADDED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

8/16/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :  
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1537  
AGENCY PRODUCT CODE = 101

28	ES	630P-700P	30			\$5,000.00	10/6	10/6	1		SAT	1
28	ES	630P-700P	30			\$5,000.00	10/13	10/13	0		SAT	0
28	ES	630P-700P	30			\$5,000.00	10/20	10/20	0		SAT	0
28	ES	630P-700P	30			\$5,000.00	10/27	10/27	1		SAT	1
28	ES	630P-700P	30			\$5,000.00	11/3	11/3	0		SAT	0

PROGRAM : NBC NEWS

CON COM1: NBC NEWS

72	A	800P-900P	30	\$4,500.00	10/9	10/9	1	TUE	1
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PROGRAM : VOICE  
CON COM1: VOICE

73	A	800P-900P	30	\$3,400.00	10/10	10/10	2	WED	2
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PROGRAM : ANIMAL PRACTICE/GUYS W/ KIDS  
CON COM1: ANIMAL PRACTICE/GUYS W/ KIDS

74	A	800P-900P	30	\$1,200.00	10/13	10/13	1	SAT	1
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PROGRAM : REVOLUTION  
CON COM1: REVOLUTION

75	A	900P-1000P	30	\$1,300.00	10/13	10/13	1	SAT	1
----	---	------------	----	------------	-------	-------	---	-----	---

PROGRAM : CHICAGO FIRE  
CON COM1: CHICAGO FIRE

76	A	800P-900P	30	\$1,200.00	10/20	10/20	1	SAT	1
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PROGRAM : REVOLUTION  
CON COM1: REVOLUTION

OCT/12 535015.00 NOV/12 172165.00

CONTRACT TOTAL 707180.00  
TOTAL SPOTS 620

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3

News Channel 8  
on your side



MeTV



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Obama For America	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR		4	2			6	
12	M-F 530a News TWTF..	06		30	Nbr of Spots		2				2	
				Comme	Closed PR							
13	M-F 530a News TWTF..	06		30	Nbr of Spots				4		4	
				Comme	Closed PR							
15	M-F 6p News TWTF..	06		30	Nbr of Spots			3	4		7	
				Comme	Closed PR							
17	M-F 630p ET / 530p CT NBC Nightly News TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR				1		1	
18	M-F 7p News TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR				1		2	
20	M-F 730p Entertainment Tonight TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR		4	2			6	
<b>Weekly Totals:</b>												
Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
22	M-Th, Su 430a News TWT..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4		20	500
26	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots		1					1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots				1			1	
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06		30 Comme	Nbr of Spots				1			1	
43	Sun 7p ET / 6p CT Football Night in America .....S	06		30 Comme	Nbr of Spots		1	1	1	1		4	
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06		30 Comme	Nbr of Spots		1	1	1			3	
47	M-Su 11p News .TWTF..	06		30 Comme	Nbr of Spots			2	3			5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme	Nbr of Spots			1	1			2	
66	M-F 530a News	06		30	Nbr of Spots								
<b>Weekly Totals:</b>						98	123	118	120	120	27	606	
Open PR						-2	-1					-3	-5700
Closed PR						6	6	20	26	1		53	

**Barack Obama/ D/ President**  
Submission Number 801 Issue 3



**PHONE (813) 228-8888**

Original

<b>Client:</b>	Barack Obama/ D/ President	<b>Submission Cost:</b>	681730	<b>Campaign Ref:</b>	E:120904026
<b>Buyer:</b>	...	<b>Client/Product/Estimate:</b>	95 /101 /1537	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 11/11/12	<b>Weeks:</b>	6	<b>Order Ref:</b>	06296388
<b>Est./PO Number:</b>	06296388	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
	M.....				Comme	Closed PR				1			1	
66	M-F 6p News	06			30	Nbr of Spots								
	M.....				Comme	Closed PR			1	1			2	
71	M-F 630p ET / 530p CT NBC Nightly News	06			30	Nbr of Spots								
	M.....				Comme	Closed PR		1		1			2	
74	M-F 730p Entertainment Tonight	06			30	Nbr of Spots								
	M.....				Comme	Closed PR			1	1			2	
76	M-Th, Su 430a News	06		25	30	Nbr of Spots		1	1	1	1	1	5	125
	M.....				Comme									
77	M-Su 11p News	06			30	Nbr of Spots							1	
	M.....				Comme	Closed PR			1					
84	M-Th, Su 430a News	06		25	30	Nbr of Spots						1	1	25
	M.....				Comme									
85	M-F 1p Days Of Our Lives	03		400	30	Nbr of Spots	2	2	2	2	2		10	4000
	.TWTF..				Comme									
86	M-F 10a News	03		160	30	Nbr of Spots	4	4	4	4	4		20	3200
	.TWTF..				Comme									
87	M-F 1135p ET / 1035p CT Tonight Show	03		650	30	Nbr of Spots	4	4	4	4	4		20	13000
	.TWTF..				Comme									
<b>Weekly Totals:</b>							98	123	118	120	120	27	606	
Total Spots(Ord Spots)							98	123	118	120	120	27	606	
Open PR							-2	-1					-3	-5700
Closed PR								6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120804026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est/PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
88	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
89	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	4	4	4	20	4000
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	800	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
<b>Weekly Totals:</b>					<b>Total Spots (Ord Spots)</b>	98	123	118	120	120	27	606
					<b>Open PR</b>	-2	-1					-3
					<b>Closed PR</b>	6	20	26	1			53

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
98	M-F 6a News TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
100	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
101	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
102	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
103	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots	4	4	4	4	4	20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots	1					1	6800
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots	1					1	3400
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots		1				1	7200
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	98	123	118	120	120	27	606
					<b>Open PR</b>	-2	-1					-3
					<b>Closed PR</b>	6	20	26	1			53



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Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme		1	1		1	1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme				1			1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1200	30 Comme	1	1	1	1	1		5	6000
110	Sat 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p News .....S.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme		1	1	1	1	1	4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a News .....S.	03	300	30 Comme	1	1	1	1	1		5	1500
117	Sun 12p News	03	150	30 Comme	1	1	1	1	1		5	750
Weekly Totals:					Total Spots(Ord Spots)							
Open PR					98	123	118	120	120	27	606	
Closed PR					-2	-1					-3	-5700
					6	20	26	1			53	

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
118	Sun 6p News .....S	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night In America .....S	03	3400	30 Comme	1	1	1	1	1		5	17000
121	Sun 8a Today Show .....S	03	500	30 Comme	1	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1	1	1	1	1		5	50000
123	Sun 9a News .....S	03	300	30 Comme	1	1	1	1	1		5	1500
124	M-Su 11p News .TWTFS.	03	1250	30 Comme	4	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood .T.....	03	3600	30 Comme	1			1	1		3	10800
126	Tue 8p ET / 7p CT Voice .T.....	03	9000	30 Comme	1		1		1		3	27000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>						6	20	26	1		53	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
127	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme		1	1		1		3	10800
128	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	3600	30 Comme		1		1			2	7200
129	M-F 10a News M.....	03	160	30 Comme		1	1	1	1	1	5	800
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme		1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme		1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	150	30 Comme		1	1	1	1	1	5	750
<b>Weekly Totals:</b>					98	123	119	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Barack Obama/ D/ President  
Submission Number 801 Issue 3

News Channel 8  
on your side



MeTV



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
137	M-F 5p News	03	900	30		1	1	1	1	1	5	4500
138	M-F 530a News	01	470	30		1	1	1	1	1	5	2350
139	M-F 530p News	03	900	30		1	1	1	1	1	5	4500
140	M-F 6p News	03	1200	30		1	1	1	1	1	5	6000
141	M-F 6a News	02	900	30		1					1	900
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
Weekly Totals: Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR					6	20	26	1			53	

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<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
146	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme		1	1	1	1	1	5	6250
148	M-F 12p Today Show III .T.....	03	200	30 Comme						1	1	200
149	M-F 4p Dr Oz .T.....	03	600	30 Comme						1	1	600
150	M-F 5p News .T.....	03	900	30 Comme						1	1	900
151	M-F 7a Today Show .T.....	03	900	30 Comme						1	1	900
152	M-F 9a Today Show II .T.....	03	550	30 Comme						1	1	550
153	Sun 10a Meet The Press .....S	03	1400	30 Comme		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice .T.....	06	4500	30 Comme		1					1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys W Kids	03	3400	30 Nbr of Spots		2					2	6800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>						6	20	28	1		53	

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Submission Number 801 Issue 3



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Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
156	Sat 8p ET / 7p CT Revolution .....S.	03	1200	30 Comme		1	1				2	2400
157	Sat 9p ET / 8p CT Chicago Fire .....S.	03	1300	30 Comme		1					1	1300

Weekly Totals:												
Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/15/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/08/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
104	Fri 8-9p ET / 7-8p CT Whitney / Community	:30 Commercial	10/01/12	Open Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026
141	M-F 6a News	:30 Commercial	10/08/12	Open Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026
153	Sun 10a Meet The Press	:30 Commercial	10/01/12	Open Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
					1,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4		
		10/01	10/08	10/15	10/22	10/29	11/05	
Spots	606	98	123	118	120	120		27
Cost	687,430	11,310	14,505	13,275	13,275	13,915		28,890

Grand Totals:

Spots:	606
Gross Total:	681,730.00
Commission:	102,259.50
Net Total:	579,470.50

REP HEADLINE# 6296388  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 17.12  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US

REP.# OFF.# SALESMAN #

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

BUYER NAME KATIE KEULEMAN

3050 K ST NW,

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP25/12 17.12

REP: REVISION

RATE CHANGE ON ALL LN'S EXCEPT 37, 64, 71  
NEW TTL \$707,180  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

\$34,750

gm  
2/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1537

✓	R		100P-200P	30		\$400.00	10/2	11/2	2		TU-F	10
---	---	--	-----------	----	--	----------	------	------	---	--	------	----

PROGRAM : DAYS OF OUR LIVES  
CON COM1: DAYS OF OUR LIVES

9/27/12 FCC (3)



```
# 703-516-9680
FROM REP      SEP25/12 17.12
**CHANGES**  *** WFLA-TV ***
```

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓		R	1000A-1030A PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$160.00	10/2	11/2	4		TU-F	20
✓		R	1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$650.00	10/2	11/2	4		TU-F	20
✓		R	1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$160.00	10/2	11/2	4		TU-F	20
✓		R	1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/2	11/2	4		TU-F	20
✓		R	200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/2	11/2	4		TU-F	20
✓		R	300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	11/2	4		TU-F	20
✓		R	400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/2	11/2	4		TU-F	20
✓		R	500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$150.00	10/2	11/2	4		TU-F	20
✓		R	500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/2	11/2	4		TU-F	20

FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP25/12 17.12  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	R		530A-600A	30		\$470.00	10/2	10/5	4		TU-F	4
11	R		530A-600A	30		\$470.00	10/9	10/12	3		TU-F	3
11	R		530A-600A	30		\$470.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
12	R		530P-600P	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
13	R		600P-630P	30		\$1,200.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
14	R		600A-700A	30		\$700.00	10/2	10/5	2		TU-F	2
14	R		600A-700A	30		\$700.00	10/9	10/12	2		TU-F	2
14	R		600A-700A	30		\$700.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
15	R		630P-700P	30		\$5,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
16	R		700P-730P	30		\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1 : NEWSCHANNEL 8 @ 7PM												
17	R		700A-900A	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
18	R		730P-800P	30		\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1 : EXTRA												

REP HEADLINE# 6296388  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP25/12 17.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	R		900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/2	11/2	4		TU-F	20
21	R		800P-900P PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$3,400.00	10/5	10/5	1		FRI	1
21	R		800P-900P PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$3,400.00	10/19	10/19	1		FRI	1
21	R		800P-900P PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$3,400.00	11/2	11/2	1		FRI	1
22	R		900P-1000P PROGRAM : WHITNEY/COMMUNITY CON COM1: WHITNEY/COMMUNITY	30		\$3,400.00	10/12	10/12	1		FRI	1
22	R		900P-1000P PROGRAM : WHITNEY/COMMUNITY CON COM1: WHITNEY/COMMUNITY	30		\$3,400.00	10/26	10/26	1		FRI	1
23	R		1000P-1100P PROGRAM : GRIMM CON COM1: GRIMM	30		\$3,600.00	10/15	10/15	1		MON	1
23	R		1000P-1100P PROGRAM : GRIMM CON COM1: GRIMM	30		\$3,600.00	10/29	10/29	1		MON	1
24	R		800P-1000P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$9,000.00	10/8	11/5	1		MON	5
25	R		1130P-101A PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$1,200.00	10/6	11/3	1		SAT	5
26	R		1200N-100P PROGRAM : SATURDAY NIGHT LIVE CON COM1: SATURDAY NIGHT LIVE	30		\$150.00	10/6	11/3	1		SAT	5
27	R		600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	10/6	11/3	1		SAT	5

10/20 - 8-9P

10/13, 10/20, 11/3 - 11A 42100

REP HEADLINE# 6296388  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP25/12 17.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	R		630P-700P	30		\$5,000.00	10/6	11/3	1		SAT	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
29	R		700P-800P	30		\$650.00	10/6	11/3	1		SAT	5
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
30	R		700A-900A	30		\$500.00	10/6	11/3	2		SAT	10
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
31	R		900A-1000A	30		\$300.00	10/6	11/3	1		SAT	5
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
32	R		1000A-1100A	30		\$1,400.00	10/7	11/4	1		SUN	5
PROGRAM : MEET THE PRESS												
CON COM1: MEET THE PRESS												
33	R		1200N-100P	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 @ NOON												
CON COM1: NEWSCHANNEL 8 @ NOON												
34	R		600P-630P	30		\$750.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
35	R		630P-700P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
36	R		700P-830P	30		\$3,400.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												

10/13, 10/20, 11/3-11/4 415,000

10/16 - 11/4 4650

REP HEADLINE# 6296388  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 17.12  
\*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38	R		800A-900A	30		\$500.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY												
39	R		815P-1130P	30		10000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL CON COM1: SUNDAY NIGHT FOOTBALL												
40	R		900A-1000A	30		\$300.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY CON COM1: NEWSCHANNEL 8 SUNDAY												
41	R		1100P-1135P	30		\$1,250.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
42	R		1000P-1100P	30		\$3,600.00	10/2	10/2	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/16	10/16	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/30	10/30	1		TUE	1
PROGRAM : PARENTHOOD CON COM1: PARENTHOOD												
43	R		800P-900P	30		\$9,000.00	10/2	10/2	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/16	10/16	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/30	10/30	1		TUE	1
PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS												
44	R		1000P-1100P	30		\$3,600.00	10/3	10/3	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/17	10/17	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												

1 MA  
→ mkgd STP 10/10

1 MA  
→ mkgd STP 10/23

FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP25/12 17.12  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45	R		900P-1000P	30		\$3,600.00	10/10	10/10	1		WED	1
45	R		900P-1000P	30		\$3,600.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU												
46	R		1000A-1030A	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
47	R		1135P-1237A	30		\$650.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												
48	R		1100A-1200N	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME CON COM1: DAYTIME												
49	R		1200N-100P	30		\$200.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
50	R		200P-300P	30		\$250.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
51	R		300P-400P	30		\$450.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS CON COM1: DOCTORS												
52	R		400P-500P	30		\$600.00	10/8	11/5	1		MON	5
PROGRAM : DR. OZ CON COM1: DR. OZ												
53	R		500A-530A	30		\$150.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												

# 703-516-9680  
FROM REP SEP25/12 17.12  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
54	R		500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/8	11/5	1		MON	5
55	R		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$470.00	10/8	11/5	1		MON	5
56	R		530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/8	11/5	1		MON	5
57	R		600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$1,200.00	10/8	11/5	1		MON	5
58	R		600A-700A PROGRAM : NEWS CHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$900.00	10/8	10/8	1		MON	1
58	R		600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$900.00	10/22	11/5	1		MON	3
59	R		630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	10/8	11/5	1		MON	5
60	R		700P-730P PROGRAM : NEWSCHANNEL 8 @ 7PM CON COM1: NEWSCHANNEL 8 @ 7PM	30		\$1,000.00	10/8	11/5	1		MON	5
61	R		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/8	11/5	1		MON	5
62	R		730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,000.00	10/8	11/5	1		MON	5

REP HEADLINE# 6296388  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP25/12 17.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
63	R		900A-1000A	30		\$550.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
65	R		1100P-1135P	30		\$1,250.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
66	R		1200N-100P	30		\$200.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
67	R		400P-500P	30		\$600.00	11/6	11/6	1		TUE	1
PROGRAM : DR. OZ CON COM1: DR. OZ												
68	R		500P-530P	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P												
69	R		700A-900A	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW												
70	R		900A-1000A	30		\$550.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
OCT/12	530015.00	NOV/12	177165.00									
CONTRACT TOTAL												707180.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30	Nbr of Spots							6	
				Comme	Closed PR			4	2				
12	M-F 530a News .TWTF..	06		30	Nbr of Spots		2					2	
				Comme	Closed PR								
13	M-F 530a News .TWTF..	06		30	Nbr of Spots				4			4	
				Comme	Closed PR								
15	M-F 6p News .TWTF..	06		30	Nbr of Spots				3	4		7	
				Comme	Closed PR								
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
18	M-F 7p News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
20	M-F 730p Entertainment Tonight .TWTF..	06		30	Nbr of Spots				4	2		6	
				Comme	Closed PR								
22	M-Th, Su 430a News	06		25	Nbr of Spots	4	4	4	4	4	4	20	500
				30	Nbr of Spots								
Weekly Totals: Total Spots(Ord Spots)						98	118	117	120	129	27	600	
Closed PR							6	20	26	1		53	

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Barack Obama/ D/ President  
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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	..TWT..S Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme		1					1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme				1			1	
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06		30 Comme				1			1	
43	Sun 7p ET / 6p CT Football Night in America .....S	06		30 Comme		1					1	
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06		30 Comme		1					1	
47	M-Su 11p News ..TWTF..S	06		30 Comme			1				1	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme			1				1	
66	M-F 530a News M.....	06		30 Comme				1			1	
68	M-F 6p News M.....	06		30 Comme				1			1	
Weekly Totals: Total Spots(Ord Spots)					96	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: Barack Obama/ D/ President	Client/Product/Estimate: 95 / 101 / 1337	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06		30 Nbr of Spots Closed PR		1		1			2	
74	M-F 730p Entertainment Tonight M.....	06		30 Nbr of Spots Closed PR			1	1			2	
76	M-Th, Su 430a News M.....	06	25	30 Nbr of Spots		1	1	1	1	1	5	125
77	M-Su 11p News M.....	06		30 Nbr of Spots Closed PR			1				1	
84	M-Th, Su 430a News M.....	06	25	30 Nbr of Spots						1	1	25
85	M-F 1p Days Of Our Lives TWTF..	03	400	30 Nbr of Spots	2	2	2	2	2		10	4000
86	M-F 10a News TWTF..	03	160	30 Nbr of Spots	4	4	4	4	4		20	3200
87	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	660	30 Nbr of Spots	4	4	4	4	4		20	13000
88	M-F 11a Daytime TWTF..	03	160	30 Nbr of Spots	4	4	4	4	4		20	3200
89	M-F 12p Today Show III TWTF..	03	200	30 Nbr of Spots	4	4	4	4	4		20	4000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	118	117	120	120	27	600	
<b>Closed PR</b>						6	20	26	1		53	

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Submission Number 783 Issue 2



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
<b>Weekly Totals: (Total Spots/Ord Spots)</b>					98	118	117	120	120	27	600	
<b>Closed PR</b>					6	20	26	1			53	

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Barack Obama/ D/ President  
Submission Number 783 Issue 2



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
101	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
102	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
103	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	4	4	4	20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots	1		1		1	3	10200
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots		1		1		2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3500	30 Comme	Nbr of Spots		1			1	2	7200
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots		1	1		1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots				1		1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1200	30 Comme	Nbr of Spots	1	1	1	1	1	5	6000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	118	117	120	120	27	800	
<b>Closed PR</b>					6	20	26	1			53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p News .....S.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme		1	1	1	1		4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a News .....S.	03	300	30 Comme	1	1	1	1	1		5	1500
116	Sun 10a Meet The Press .....S.	02	1400	30 Comme	1	1	1	1	1		5	7000
117	Sun 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
118	Sun 6p News .....S.	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1	1	1	1	1		5	25000
<b>Weekly Totals:</b>					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 01 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est/PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
120	Sun 7p ET / 6p CT Football Night In America .....S	03	3400	30 Comme	Nbr of Spots	1	1	1	1		5	17000
121	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	Nbr of Spots	1	1	1	1		5	50000
123	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots	1	1	1	1		5	1500
124	M-Su 11p News ..TWTF..	03	1250	30 Comme	Nbr of Spots	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood ..T.....	03	3500	30 Comme	Nbr of Spots	1			1		3	10800
126	Tue 8p ET / 7p CT Voice ..T.....	03	9000	30 Comme	Nbr of Spots	1		1			3	27000
127	Wed 10p ET / 9p CT Chicago Fire ..W.....	03	3600	30 Comme	Nbr of Spots		1	1			3	10800
128	Wed 9p ET / 8p CT Law & Order SVU ..W.....	03	3600	30 Comme	Nbr of Spots		1		1		2	7200
129	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots		1	1	1	1	5	800
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	98	118	117	120	120	27	600
<b>Closed PR</b>							6	20	26	1		53

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Original

Client: Barack Obama/ D/ President  
Buyer: Barack Obama/ D/ President  
Submission Cost: 672430  
Schedule Dates: 10/01/12 to 11/11/12  
Client/Product/Estimate: 95/101/1537  
Est./PO Number: 06296388  
Weeks: 6  
Contract type: Political  
Associated Copies: No  
Campaign Ref: E:120904026  
Sales Rep: HRP Washington, DC  
Order Ref: 06296388  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme		1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme		1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	160	30 Comme		1	1	1	1	1	5	750
137	M-F 5p News M.....	03	900	30 Comme		1	1	1	1	1	5	4500
138	M-F 530a News M.....	01	470	30 Comme		1	1	1	1	1	5	2350
139	M-F 530p News M.....	03	900	30 Comme		1	1	1	1	1	5	4500
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	



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Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
140	M-F 6p News	03	1200	30		1	1	1	1	1	5	6000
	M.....			Comme								
				Nbr of Spots								
141	M-F 6a News	02	900	30		1		1	1	1	4	3600
	M.....			Comme								
				Nbr of Spots								
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
	M.....			Comme								
				Nbr of Spots								
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
				Nbr of Spots								
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
	M.....			Comme								
				Nbr of Spots								
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
				Nbr of Spots								
146	M-F 9a Today Show II	03	550	30		1	1	1	1	1	5	2750
	M.....			Comme								
				Nbr of Spots								
147	M-Su 11p News	03	1250	30		1	1	1	1	1	5	6250
	M.....			Comme								
				Nbr of Spots								
148	M-F 12p Today Show III	03	200	30						1	1	200
	T.....			Comme								
				Nbr of Spots								
149	M-F 4p Dr Oz	03	600	30						1	1	600
	T.....			Comme								
				Nbr of Spots								
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

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Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
150	M-F 5p News T.....	03	900	30	Nbr of Spots						1	1	900
151	M-F 7a Today Show T.....	03	900	30	Nbr of Spots						1	1	900
152	M-F 9a Today Show II T.....	03	550	30	Nbr of Spots						1	1	550
<b>Weekly Totals:</b> Total Spots(Ord Spots)						98	118	117	120	120	27	600	
Closed PR							6	20	26	1		53	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/15/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night in America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/08/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4	
		10/01	10/08	10/15	10/22	10/29	11/05
Spots	600	98	118	117	120	120	27
Cost	672,430	111,310	129,705	131,075	132,275	139,175	28,890

Grand Totals:

Spots:	600
Gross Total:	672,430.00
Commission:	100,864.50
Net Total:	571,565.50

REP HEADLINE# 6296388  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
AUG23/12 18.47  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/E OBAMA/D/PRE/US  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

REP.# OFF.# SALESMAN #  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

3050 K ST NW,  
WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG23/12 18.47

REP: NEW ORDER  
TTL \$299,625 @617X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

\$25,785



gm  
2/4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

1			100P-200P	30		\$200.00	10/2	11/2	2		TU-F	10
---	--	--	-----------	----	--	----------	------	------	---	--	------	----

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
PROGRAM : DAYS OF OUR LIVES  
CON COM1: DAYS OF OUR LIVES

9/5/12 FCC

CS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$80.00	10/2	11/2	4		TU-F	20
3			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$325.00	10/2	11/2	4		TU-F	20
4			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$80.00	10/2	11/2	4		TU-F	20
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	10/2	11/2	4		TU-F	20
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$125.00	10/2	11/2	4		TU-F	20
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	10/2	11/2	4		TU-F	20
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/2	11/2	4		TU-F	20
9			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/2	11/2	4		TU-F	20
10			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/2	11/2	4		TU-F	20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530A-600A	30		\$125.00	10/2	10/5	4		TU-F	4
11			530A-600A <i>News</i>	30	3	\$125.00	10/9	10/12	3		TU-F	3
11			530A-600A	30		\$125.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
12			530P-600P	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
13			600P-630P	30	3	\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
14			600A-700A	30		\$325.00	10/2	10/5	2		TU-F	2
14			600A-700A	30	3	\$325.00	10/9	10/12	2		TU-F	2
14			600A-700A	30		\$325.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
15			630P-700P	30	3	\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
16			700P-730P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1 : NEWSCHANNEL 8 @ 7PM												
17			700A-900A	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
18			730P-800P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1 : EXTRA												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			900A-1000A	30		\$275.00	10/2	11/2	4		TU-F	20
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
20			430A-459A	30		\$25.00	10/2	11/4	4		TU-TH, SU	20
			PROGRAM : NC 8 TODAY AT 430A									
			CON COM1: NC 8 TODAY AT 430A									
21			800P-900P	30		\$1,700.00	10/5	10/5	1		FRI	1
21			800P-900P	30		\$1,700.00	10/19	10/19	1		FRI	1
21			800P-900P	30		\$1,700.00	11/2	11/2	1		FRI	1
			PROGRAM : WHITNEY/COMMUNITY									
			CON COM1: WHITNEY/COMMUNITY									
22			900P-1000P	30		\$1,700.00	10/12	10/12	1		FRI	1
22			900P-1000P	30		\$1,700.00	10/26	10/26	1		FRI	1
			PROGRAM : GRIMM									
			CON COM1: GRIMM									
23			1000P-1100P	30		\$1,800.00	10/15	10/15	1		MON	1
23			1000P-1100P	30		\$1,800.00	10/29	10/29	1		MON	1
			PROGRAM : REVOLUTION									
			CON COM1: REVOLUTION									
24			800P-1000P	30		\$4,500.00	10/8	11/5	1		MON	5
			PROGRAM : THE VOICE									
			CON COM1: THE VOICE									
25			1130P-101A	30		\$600.00	10/6	11/3	1		SAT	5
			PROGRAM : SATURDAY NIGHT LIVE									
			CON COM1: SATURDAY NIGHT LIVE									
26			1200N-100P	30		\$75.00	10/6	11/3	1		SAT	5
			PROGRAM : NEWSCHANNEL 8 @ 12N									
			CON COM1: NEWSCHANNEL 8 @ 12N									

10/22 8-9P. → WFLA-TV

REP HEADLINE# 6296388  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG23/12 18.47  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
27			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$350.00	10/6	11/3	1		SAT	5
28			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/6	11/3	1		SAT	5
29			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$325.00	10/6	11/3	1		SAT	5
30			700A-900A PROGRAM : SATURDAY TODAY CON COM1 : SATURDAY TODAY	30		\$250.00	10/6	11/3	2		SAT	10
31			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1 : NEWSCHANNEL 8 SATURDAY	30		\$150.00	10/6	11/3	1		SAT	5
32			1000A-1100A PROGRAM : MEET THE PRESS CON COM1 : MEET THE PRESS	30		\$500.00	10/7	11/4	1		SUN	5
33			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	30		\$75.00	10/7	11/4	1		SUN	5
34			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$375.00	10/7	11/4	1		SUN	5
35			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/7	11/4	1		SUN	5

10/13, 10/20, 11/3 - N/A 41050

10/13, 10/20, 11/3 - N/A 43750

10/6 - N/A 4325



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36			700P-830P	30		\$1,700.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												
37			700P-900P	30		\$1,700.00	10/7	11/4	2		SUN	10
PROGRAM : DATELINE												
CON COM1: DATELINE												
38			800A-900A	30		\$250.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
39			815P-1130P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1: SUNDAY NIGHT FOOTBALL												
40			900A-1000A	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
41			1100P-1135P	30		\$625.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
42			1000P-1100P	30		\$1,800.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
42			1000P-1100P	30		\$1,800.00	10/16	10/16	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
43			800P-900P	30		\$1,700.00	10/2	10/2	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/16	10/16	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/30	10/30	1		TUE	1

417,000

41800

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
44			1000P-1100P	30		\$1,800.00	10/3	10/3	1	N/A	WED	1
44			1000P-1100P	30		\$1,800.00	10/17	10/17	1		WED	1
44			1000P-1100P	30		\$1,800.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												
45			900P-1000P	30		\$1,800.00	10/10	10/10	1		WED	1
45			900P-1000P	30		\$1,800.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU												
46			1000A-1030A	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
47			1135P-1237A	30		\$325.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												
48			1100A-1200N	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME CON COM1: DAYTIME												
49			1200N-100P	30		\$100.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
50			200P-300P	30		\$125.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
51			300P-400P	30		\$225.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS CON COM1: DOCTORS												

41800

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
52			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/8	11/5	1		MON	5
53			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/8	11/5	1		MON	5
54			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/8	11/5	1		MON	5
55			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$125.00	10/8	11/5	1		MON	5
56			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$450.00	10/8	11/5	1		MON	5
57			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$600.00	10/8	11/5	1		MON	5
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/8	10/8	1		MON	1
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/22	11/5	1		MON	3
59			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,000.00	10/8	11/5	1		MON	5
60			700P-730P PROGRAM : NEWSCHANNEL 8 @ 7PM CON COM1: NEWSCHANNEL 8 @ 7PM	30		\$500.00	10/8	11/5	1		MON	5

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
61			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	10/8	11/5	1		MON	5
62			730P-800P PROGRAM : <del>EXTRA</del> CON COM1: <del>EXTRA</del>	30		\$500.00	10/8	11/5	1		MON	5
63			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$275.00	10/8	11/5	1		MON	5
64			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/8	11/5	1		MON	5
65			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$625.00	10/8	11/5	1		MON	5
66			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	11/6	11/6	1		TUE	1
67			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	11/6	11/6	1		TUE	1
68			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	11/6	11/6	1		TUE	1
69			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	11/6	11/6	1		TUE	1

REP HEADLINE# 6296388  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG23/12 18.47  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
70			900A-1000A	30		\$275.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
71			430A-459A	30		\$25.00	11/6	11/6	1		TUE	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
OCT/12			224715.00			NOV/12			74910.00			
CONTRACT TOTAL												299625.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	06	200	30 Comme	Nbr of Spots	2	2	2	2			10	2000
2	M-F 10a News .TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4	4		20	1600
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06	325	30 Comme	Nbr of Spots	4	4	4	4	4		20	6500
4	M-F 11a Daytime .TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4	4		20	1600
5	M-F 12p Today Show III .TWTF..	06	100	30 Comme	Nbr of Spots	4	4	4	4	4		20	2000
6	M-F 2p Rachael Ray .TWTF..	06	125	30 Comme	Nbr of Spots	4	4	4	4	4		20	2500
7	M-F 3p Doctors .TWTF..	06	225	30 Comme	Nbr of Spots	4	4	4	4	4		20	4500
8	M-F 4p Dr Oz .TWTF..	06	300	30 Comme	Nbr of Spots	4	4	4	4	4		20	6000
Weekly Totals:					Total Spots(Ord Spots)	96	116	118	119	120	27	588	-26750
Open PR						-4	-2	-4	-4	-1		-11	

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WFLA-TV

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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
9	M-F 5a News .TWTF..	06	75	30 Comme	Nbr of Spots	4	4	4	4	4		20	1500
10	M-F 5p News .TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
11	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots	4						4	500
12	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots		3					3	375
13	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots			4	4	4		12	1500
14	M-F 530p News .TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
15	M-F 6p News .TWTF..	06	600	30 Comme	Nbr of Spots	4	4	4	4	4		20	12000
16	M-F 6a News .TWTF..	06	325	30 Comme	Nbr of Spots	2	2	2	2	2		10	3250
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06	1000	30 Comme	Nbr of Spots	4	4	4	3	4		19	19000
18	M-F 7p News .TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	116	118	119	120	27		598	
<b>Open PR</b>					-4	-4	-2	-4	-1			-11	-26130

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
19	M-F 7a Today Show ..TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
20	M-F 730p Entertainment Tonight ..TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
21	M-F 9a Today Show II ..TWTF..	06	275	30 Comme	Nbr of Spots	4	4	4	4	4		20	5500
22	M-Th, Su 430a News ..TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4		20	500
23	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots	1						1	1700
24	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots			1				1	1700
25	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots					1		1	1700
26	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		1					1	1700
27	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		-1					-1	-1700
28	Mon 10p ET / 9p CT Revolution ...F..	06	1800	30 Comme	Nbr of Spots			1				1	1800
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750



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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
29	Mon 10p ET / 9p CT Revolution M..... Comme	06	1800	30 Nbr of Spots					1			1	1800
30	Mon 8-10p ET / 7-9p CT Voice M..... Comme	06	4500	30 Nbr of Spots		1	1			1		4	18000
31	Mon 8p ET / 7p CT The Voice M..... Comme	06	4500	30 Nbr of Spots				1				1	4500
32	Sat 1130p ET / 1030p CT Saturday Night Live .....S. Comme	06	600	30 Nbr of Spots	1	1	1	1	1			5	3000
33	Sat 12p News .....S. Comme	06	75	30 Nbr of Spots	1	1	1	1	1			5	375
34	Sat 6p News .....S. Comme	06	350	30 Nbr of Spots	1			1				2	700
35	Sat 630p ET / 530p CT NBC Nightly News .....S. Comme	04	1250	30 Nbr of Spots	1			1				2	2500
36	Sat 7p Entertainment Tonight .....S. Comme	06	325	30 Nbr of Spots		1	1	1	1			4	1300
37	Sat 7a Today Show .....S. Comme	06	250	30 Nbr of Spots	2	2	2	2	2			10	2500
38	Sat 9a News .....S. Comme	06	150	30 Nbr of Spots	1	1	1	1	1			5	750
<b>Weekly Totals:</b>					98	116	118	119	120	27		598	
<b>Open PR</b>					-4	-2	-4	-4	-1			-11	-26750

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
39	Sun 10a Meet The Press .....S	06	500	30 Comme	Nbr of Spots	1	1	1	1			5	2500
40	Sun 12p News .....S	06	75	30 Comme	Nbr of Spots	1	1	1	1			5	375
41	Sun 6p News .....S	06	375	30 Comme	Nbr of Spots	1	1	1	1			5	1875
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06	1250	30 Comme	Nbr of Spots	1	1		1			4	5000
43	Sun 7p ET / 6p CT Football Night in America .....S	06	1700	30 Comme	Nbr of Spots	1			1			2	3400
44	Sun 8a Today Show .....S	06	250	30 Comme	Nbr of Spots	1	1	1	1			5	1250
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06	5000	30 Comme	Nbr of Spots	1				1		2	10000
46	Sun 9a News .....S	06	150	30 Comme	Nbr of Spots	1	1	1	1			5	750
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

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Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120804026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
47	M-Su 11p News ..TWTF..	06	625	30 Comme	4	4	4	4	4			20	12500
48	Tue 10p ET / 9p CT Parenthood ..T.....	06	1800	30 Comme	1							1	1800
49	Tue 10p ET / 9p CT Parenthood ..T.....	06	1800	30 Comme					1			1	1800
50	Tue 8p ET / 7p CT Voice ..T.....	09	1700	30 Comme	1							1	1700
51	Tue 8p ET / 7p CT Voice ..T.....	09	1700	30 Comme			1					1	1700
52	Tue 8p ET / 7p CT Voice ..T.....	09	1700	30 Comme					1			1	1700
53	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme			1					1	1800
54	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme					1			1	1800
55	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme		1						1	1800
56	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme				1				1	1800
57	M-F 10a News	06	80	30		1	1	1	1	1	1	5	400
<b>Weekly Totals:</b>					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

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Barack Obama/ D/ President  
Submission Number 758 Issue 1



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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06	325	30 Comme		1	1	1	1	1		5	1625
59	M-F 11a Dayline M.....	06	80	30 Comme		1	1	1	1	1		5	400
60	M-F 12p Today Show III M.....	06	100	30 Comme		1	1	1	1	1		5	500
61	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1	1	1		5	625
62	M-F 3p Doctors M.....	06	225	30 Comme		1	1	1	1	1		5	1125
63	M-F 4p Dr Oz M.....	06	300	30 Comme		1	1	1	1	1		5	1500
64	M-F 5a News M.....	06	75	30 Comme		1	1	1	1	1		5	375
65	M-F 5p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
66	M-F 530a News M.....	06	125	30 Comme		1	1	1	1	1		5	625
67	M-F 530p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-26750

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
68	M-F 6p News	06	600	30		1	1	1	1	1		5	3000
	M.....			Comme									
69	M-F 6a News	06	325	30		1						1	325
	M.....			Comme									
70	M-F 6a News	06	325	30				1	1	1		3	975
	M.....			Comme									
71	M-F 630p ET / 530p CT NBC Nightly News	06	1000	30			1	1	1	1		4	4000
	M.....			Comme									
				Nbr of Spots									
				Open Pre-Empted		-1						-1	-1000
72	M-F 7p News	06	500	30		1	1	1	1	1		5	2500
	M.....			Comme									
				Nbr of Spots									
73	M-F 7a Today Show	06	450	30		1	1	1	1	1		5	2250
	M.....			Comme									
				Nbr of Spots									
74	M-F 730p Entertainment Tonight	06	500	30		1	1	1	1	1		5	2500
	M.....			Comme									
				Nbr of Spots									
75	M-F 9a Today Show II	06	275	30		1	1	1	1	1		5	1375
	M.....			Comme									
				Nbr of Spots									
76	M-Th, Su 430a News	06	25	30		1	1	1	1	1		5	125
	M.....			Comme									
				Nbr of Spots									
77	M-Su 11p News	06	625	30		1	1	1	1	1		5	3125
	M.....			Comme									
				Nbr of Spots									
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-28750

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
78	M-F 12p Today Show III .T.....	06	100	30 Comme	Nbr of Spots					1		1	100
79	M-F 4p Dr Oz .T.....	06	300	30 Comme	Nbr of Spots					1		1	300
80	M-F 5p News .T.....	06	450	30 Comme	Nbr of Spots					1		1	450
81	M-F 7a Today Show .T.....	06	450	30 Comme	Nbr of Spots					1		1	450
82	M-F 9a Today Show II .T.....	06	275	30 Comme	Nbr of Spots					1		1	275
83	M-Th, Su 430a News .T.....	06	25	30 Comme	Nbr of Spots					1		1	25
<b>Weekly Totals:</b>													
Total Spots(Ord Spots)					98	116	118	119	120	27		588	
Open PR						-4	-2	-4	-1			-11	-26750

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,000.00			E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Open Pre Emption	1,700.00			E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Open Pre Emption	1,700.00			E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,250.00			E:120904026
43	Sun 7p ET / 6p CT Football Night in America	:30 Commercial	10/08/12	Open Pre Emption	1,700.00			E:120904026
			10/15/12	Open Pre Emption	1,700.00			E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/08/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/22/12	Open Pre Emption	5,000.00		0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Open Pre Emption	1,000.00		0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4		
Totals		10/01	10/08	10/15	10/22	10/29	11/05	11/12
Spots	598	98	116	118	119	120	27	0
Cost	273900	43715	51760	55050	53475	57176	12735	0

Grand Totals:

Spots:	598
Gross Total:	247,150.00
Commission:	37,072.50
Net Total:	210,077.50